

REINVENT OR BECOME OBSOLETE: BUSINESS SCHOOLS IN THE AGE OF AI

To remain relevant, business education must move beyond traditional models as generative AI redefines core value.

THE PROBLEM: AI ERODES TRADITIONAL VALUE PILLARS

AI Commoditizes Core Analytical Skills

AI now performs financial modeling and strategic analysis at or above graduate-level quality.

40% Higher Quality Work

A BCG study found consultants using GPT-4 produced work 40% higher in quality.

Degrees Lose Signaling Power

Employers are shifting to skill-based hiring as AI makes degree credentials less reliable indicators.

THE SOLUTION: PATHWAYS TO REINVENTION

Focus on Irreplaceable Human Skills

Shift curriculum to capabilities AI cannot replicate: causal reasoning, ethical navigation, and contextual judgment.

Teach Human-AI Collaboration

Frome students as "AI-augmented strategists" who learn to prompt, integrate, and critique AI outputs.

Double Down on Experiential Learning

Emphasize real-world projects and venture creation to build practical judgment that classrooms cannot teach.